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1943





Dallas Pioneers

Years of Progress INVITE Greater Confidence

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

1869 Padgett Bros. Company

74 Years (See Photo No. 1)
Leather Goods—Wholesale and Retail

1869 The Schoellkopf Co.

74 Years (See Photo No. 2)
Manufacturers and Wholesale Distributors

1872 Dallas Ry. & Term. Co.

71 Years (See Photo No. 3)
Street Railways

1875 Dallas Trans. & Term. Warehouse Company

68 Years (See Photo No. 4)
Warehousing, Transportation and Distribution

1875 First Natl. Bank in Dallas

68 Years (See Photo No. 5)
Banking

1876 Trezevant & Cochran

67 Years (See Photo No. 6)
Insurance General Agents

1876 Fakes & Company

67 Years (See Photo No. 7)
Furnishing Texas Homes Since 1876

1876 Ed. C. Smith & Bro. Undertaking Company

67 Years (See Photo No. 8)
Funeral Directors

1885 Mosher Steel Co.

58 Years (See Photo No. 9)
Structural Reinforcing Steel and Machinery Repairs

1889 J. W. Lindsley & Co.

54 Years (See Photo No. 10)
Real Estate, Insurance

1890 William S. Henson, Inc.

(Successors to J. M. Colville & Son)
53 Years (See Photo No. 11)
Printing and Advertising

1893 Fleming & Sons, Inc.

50 Years (See Photo No. 12)
Manufacturers—Paper and Paper Products

1896 Briggs-Weaver Machinery Company

47 Years (See Photo No. 13)
Industrial Machinery and Supplies

Established

1899 Dallas Plumbing Co., Inc.

44 Years (See Photo No. 14)
Plumbers

1900 John Deere Plow Co.

43 Years (See Photo No. 15)
Agricultural Implements

1903 Dallas National Bank

40 Years (See Photo No. 16)
Banking

1903 Acme Screen Co.

40 Years (See Photo No. 17)
Ac-Ka-Me Products, Insect Screens, Cabinets, Lockers, Boxes and Venetian Blinds

1903 Republic Insurance Co.

40 Years (See Photo No. 18)
Writing Fire, Tornado, Allied Lines, Automobile and Inland Marine Insurance

1903 First Texas Chemical Mfg. Company

40 Years (See Photo No. 19)
Pharmaceutical Manufacturers

1904 Atlas Metal Works

39 Years (See Photo No. 20)
Sheet Metal Manufacturers

1908 Stewart Title Guar. Co.

35 Years (See Photo No. 21)
Abstracts and Title, Insurance

1909 Hutchinson-Bonner & Burleson

34 Years (See Photo No. 22)
Certified Public Accountants

1909 The Southern Supply Co.

34 Years (See Photo No. 23)
Wholesale Hardware and Industrial Supplies

1911 Graham-Brown Shoe Co.

32 Years (See Photo No. 24)
Manufacturing Wholesalers

1912 Stewart Office Supply Co.

31 Years (See Photo No. 25)
Stationers—Office Outfitters

1914 Texas Employers Ins. Assn.

29 Years (See Photo No. 26)
Workmen's Compensation Insurance

(Advertisement)



How big is your heart?

● Came the black and terrible night when the Nazis swept in. Loud voices, trampling feet, rude jostling out into the street . . . sharp crack of rifles, and the great roar of flames burning down the house. Now Signe is alone . . . and starving. Through your War Chest, you can give aid to our allies, to our fighting men and to our own unfortunates in Dallas.

Give Generously through the
WAR CHEST

THIS MESSAGE CONTRIBUTED BY

DALLAS POWER & LIGHT CO.



Published
with
NATIONAL
WAR FUND

WAR CHEST CAMPAIGN OPENS NOVEMBER 2nd.....GIVE!

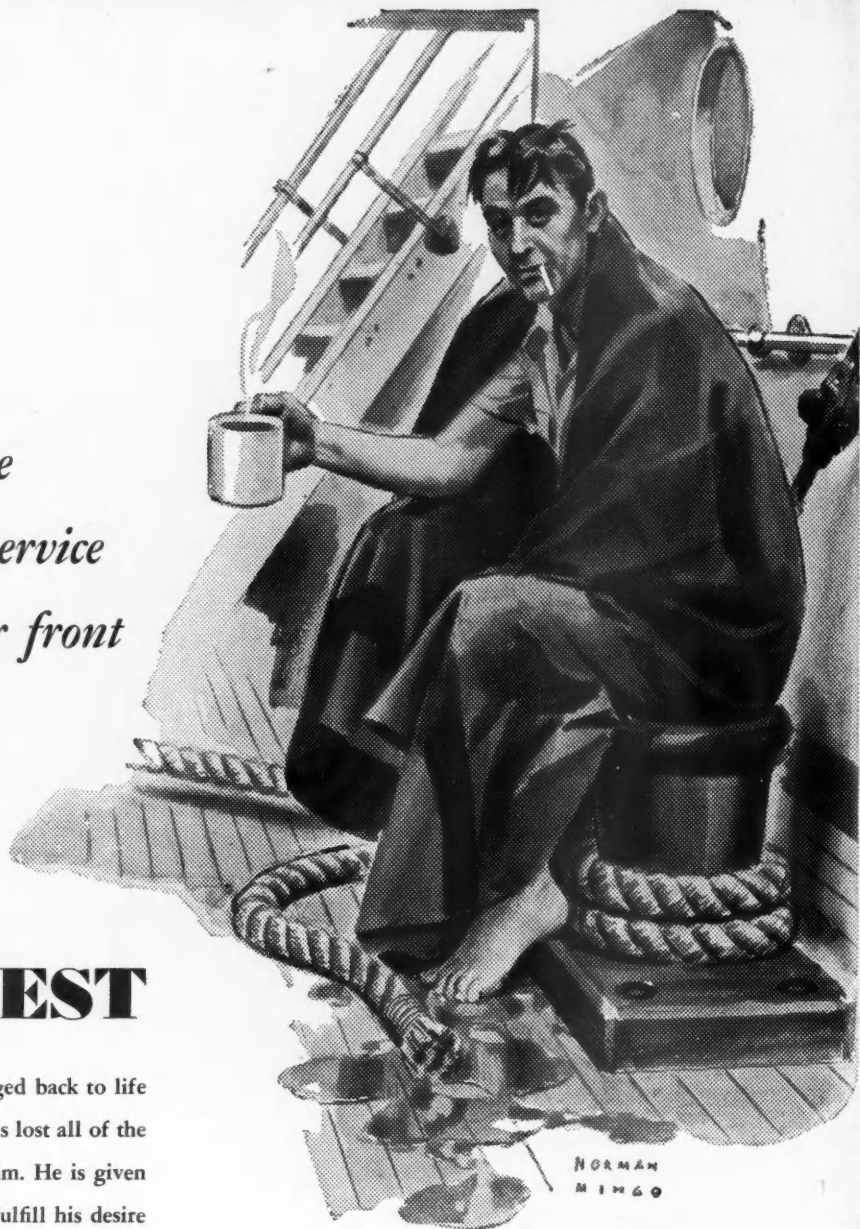
YOU help the
*United Seamen Service
and 51 other war front
and home front
agencies
through the*

WAR CHEST

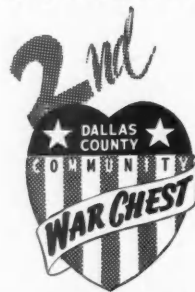
A Merchant Seaman has been dragged back to life from an ocean of flaming oil. He has lost all of the little possessions that sailed with him. He is given warmth, comforts and strength to fulfill his desire to "ship out" again by your dollars. Through the War Chest... you help the United Seaman Service, USO, War Prisoner Aid, fourteen war relief agencies and thirty-five local welfare agencies.

THIS MESSAGE CONTRIBUTED BY

**Dallas Railway
and Terminal Co.**



- The War Chest is affiliated with the NATIONAL WAR FUND



IT'S AMERICA'S WAY

DALLAS

VOLUME 22

OCTOBER, 1943

NUMBER 10

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

GORDON C. BROWN Editor
VELMA BOSWELL Business Manager
ED FLOYD Advertising Manager



Member Southwestern Association
of
Industrial Editors

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Something TO LOOK FORWARD TO

At present, Layne-Texas facilities for developing well water systems are concentrated on the important job of filling the needs of the military and essential war industries. A large number of these systems have been put into operation throughout Texas in an unbelievably short time.

We are exploring new subterranean areas . . . charting new sources of water . . . developing new techniques of well drilling and finishing. When victory is won, this skill and knowledge will be ready to provide municipalities and industries with the finest possible well water system. There will be improved design pumps . . . better materials to add more life to equipment . . . and advanced facilities for installing and servicing well water systems.

In the meantime, be glad you have a Layne-Texas well water system for dependable service.

LAYNE-TEXAS COMPANY

"WORLD'S LARGEST
WATER DEVELOPERS"

HOUSTON
DALLAS

The War Chest

THE confidence placed in an enterprise is based on its achievement record and the reputation of the personnel who conduct the affairs of the particular undertaking.

It is with considerable pride, therefore, that the War Chest of Dallas County presents certain salient facts regarding its activities and introduces those who guide its functions.

First of all, the War Chest is a business institution engaged in raising and collecting funds for distribution among a multitude of agencies designed to provide war service, war relief, and welfare service to persons all over the globe.

The War Chest, of course, is a non-profit organization. But, its affairs are handled in the same painstaking manner as any successful business with a profit incentive. Leaders of industry, bankers, and hard-headed business men comprise its executive council and the board of directors. These men carefully scrutinize every expenditure, cautiously consider each financial transaction, and, through a budget committee, spend weeks in studying to the minutest detail the needs and accomplishments of each separate agency before an allocation is fixed for that agency.

When the total needs of the various agencies are determined, a goal is set. This year the goal is \$1,500,000. Had it not been for \$100,000 left from last year's over-subscription, the goal would have had to be fixed at \$1,600,000. This is a half-million more dollars than asked last year. The reason for the increase is explained by added responsibilities placed upon the agencies by the war.

There is no need, either, to expect a reduced goal in the years to come. As long as the war continues, new and costly burdens will be imposed on War Chest agencies. As an example, consider War Prisoners' Aid. This service, lending aid to our men held as war prisoners in enemy camps, will face an ever-increasing demand upon its facilities as long as we are engaged in war. The reason is simple. Whether or not we like to admit it, the enemy manages to capture some of our men. The longer the struggle lasts, the more men will be captured, the

greater will be the responsibilities of War Prisoners' Aid.

Other agencies, too, are faced with new burdens and problems arising directly or indirectly from the war. There are new health problems resulting from the influx of war workers; servicemen must be entertained and accorded the hospitality of the city; children of war-working mothers must have care. These are but a few of War Chest agency tasks.

The War Chest of Dallas County is most fortunate in its leadership. It augurs well for the cause the War Chest represents. Outstanding business men of the Dallas area give freely of their time to direct the affairs of the War Chest without thought of personal reward or financial remuneration.

Nathan Adams, president of the First National Bank, serves as chairman of the executive council; D. A. Little, of the Magnolia Petroleum Company, is vice-chairman. Other members of the council include A. H. Bailey, Fred F. Florence, Karl Hoblitzelle, D. A. Hulcy, George L. MacGregor, B. F. McLain, Mayor Woodall Rodgers, Hugo Schoellkopf, E. P. Simmons, Dr. Marshall T. Steel, and Mrs. J. C. Vanderwoude.

The board of directors is equally impressive. Isn't it reasonable to ask one's self, therefore, that if these people are willing and anxious to give both time and money to aid War Chest activities, what better proof could be offered as to worthiness of its mission?

On November 2 a campaign soliciting funds for the War Chest will begin. It is urged that everyone give, and give liberally. These are busy times for everyone. Be prepared, then, for a call from a solicitor. Have a check ready or, better yet, send it to the War Chest office and thus spare the time of some volunteer so that his effort may be further expended.

Dallas is proud of maintaining one of the largest and best conducted enterprises of its kind in the country. It must, and will, continue to support the War Chest in that whole-hearted manner which so typifies any effort Dallas makes.

J. B. Adoue, Jr.

President
War Chest of Dallas County



J. B. ADOUE, JR.

GOAL: \$1,500,000

ARMY OF VOLUNTEER WORKERS TO OPEN WAR CHEST'S CAMPAIGN FOR FUNDS IN DALLAS COUNTY ON NOV. 2

THE second campaign of the War Chest of Dallas County, with an all-time high goal of \$1,500,000, will open Nov. 2.

As chairman of the campaign, I recognize the responsibility that has been placed on me. The success of this campaign is vital to persons all over the earth. The goal of \$1,500,000 must be reached and reached in the least possible time. Needs are great—the greatest in our history.

This year the War Chest has undertaken, through its 52 agencies, to provide funds for work in war service, overseas relief, and community welfare. This threefold purpose must be fulfilled. My co-workers and I are determined that it shall be fulfilled.



MR. HULCY

War service is rendered by those organizations of the War Chest that bring comfort and recreation to our armed forces; that furnish books, games, and solace to our men in enemy prison camps; that furnish rest centers, hotels, clubs, and recreational facilities to our men in the Merchant Marine.

Overseas relief is provided by 14 agencies whose sole function is to lend relief of every kind to our allies and to the people of invaded countries.

Community welfare is furnished by 35 local agencies that give every known form of welfare service to the community at large.

To assure the various agencies of the War Chest of having ample funds to carry on this humanitarian work, numerous solicitation divisions have been set up to raise the necessary money. Leading business men, bankers, professional men, and industrial leaders have consented to head these divisions without pay and without thought of personal glory.

Nathan Adams, chairman of the War Chest's executive council, is chairman of Big Gifts Division. Serving with him are Stanley Marcus and Eugene McElvaney as vice chairmen.

R. L. Thornton leads the Special Gifts

By D. A. Hulcy
Campaign Chairman
War Chest of Dallas County

Division and is aided by Milton Brown and Julius Schepps, vice chairmen.

Fred F. Florence heads Employee Solicitation. This division is subdivided into National Firms with Ben R. Newberry, chairman; Large Companies, R. G. McCord, chairman; and Business Teams, E. P. Simmons, chairman.

Special Solicitation Division is headed by Lawrence Pollock.

County Solicitation is under the leadership of I. C. English, with Tom A. Fields serving as vice chairman.

Mrs. John B. Hanna is chairman of the Women's Division and Mrs. A. W. Cullum is vice chairman.

Aligned with these solicitation divisions are 54 other divisions whose chairmen had not, at this writing, been chosen.

R. L. Tayloe, as chairman, and Dr. W. Angies Smith, as vice chairman have procured and will direct nearly 300 of the city's outstanding speakers who will

address groups in behalf of the War Chest campaign.

A Church Relations Committee will function under the leadership of Rev. Marshall Steel.

Publicity and advertizing is in the hands of Don Baxter, chairman, and J. Bruton Orand, vice chairman, and an advisory committee composed of the city's foremost authorities on public relations and advertizing.

Joined with this array of campaign talent are 4,000 volunteer workers without whose services the campaign would fail. These persons devote hour upon hour of their time to bring the War Chest to the attention of the public, to do any service asked of them in a willing manner. And, singularly, these volunteer workers in the past have subscribed liberally to the War Chest in addition to donating their services.

With a campaign crew like this, we feel confident of victory. We are confident the goal will be over-subscribed as it was last year.

Agencies Served by Dallas War Chest

WAR SERVICE AGENCIES

U. S. O. (United Service Organizations)
War Prisoners Aid

United Seamen's Service

OVERSEAS RELIEF AGENCIES

Belgian War Relief Society
British War Relief Society
French Relief Fund
Greek War Relief Association
Norwegian Relief
Polish War Relief
Queen Wilhelmina Fund

Refugee Relief Trustees
Russian War Relief
United China Relief
United Czechoslovak Relief Fund
Unitel Jewish Appeal
United Yugoslav Relief Fund
United States Committee for the Care of European Children

COMMUNITY WELFARE SERVICES AGENCIES

Boy Scouts of America
Bradford Memorial Hospital
Central Office of Catholic Charities
Catholic Women's League
Children's Bureau
Children's Hospital of Texas
Council of Social Agencies
Children's Recreation Camp
Dallas Big Brothers
Dallas Camp Fire Girls
Dallas Child Guidance Clinic
Dallas Day Nurseries
Dallas Girl Scouts
Dallas League for the Hard of Hearing
Dallas School Lunch Fund
Dallas Tuberculosis Association
Dallas Visiting Nurse Association
Dr. John H. Dean Memorial Home

Dunne Memorial Home for Boys
Family Bureau
Goodwill Industries
Hope Cottage
Infant Welfare Association
Jewish Welfare Federation
Lighthouse for the Blind
Marillac Clinic and Social Center
Mt. St. Michael Home and School
Richmond Freeman Memorial Clinic
St. Joseph's Home for Girls
Salvation Army
Toy Loan Association
Veteran's Service Bureau
West Dallas Social Center
Y. M. C. A.
Y. W. C. A.



ABOVE: Studying plans for opening the War Chest drive on Nov. 2 are, left to right, R. G. McCord, Large Companies Division Chairman; D. A. Hulcy, General Campaign Chairman, and E. C. Inglish, Dallas County Chairman

BELOW: Three bankers head important War Chest solicitation committees. Left to right: Fred F. Florence, Employee Solicitation Division; Nathan Adams, Big Gifts Division, and R. L. Thornton, Special Gifts Division



BELOW: Part of the War Chest's Budget Committee, which determines amount of funds each of 52 Chest agencies will receive. Left to right: J. C. Thompson, W. Fred Allen, W. C. McCord, C. F. O'Donnell, D. A. Little, Chairman, John W. Carpenter, Vice Chairman, and Leslie Jacobs



THE COMMUNITY

War

BELOW: Solicitation among personnel of the Army, Navy and Federal agencies is headed, respectively, by Major General Richard Donovan, of the Eighth Service Command, Commander J. R. Ruhsenberger, of the Navy Aviation Training Base, and J. Howard Payne, Dallas Postmaster



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Chest



ABOVE: Off-duty comfort and recreation for members of the armed forces is a major use of Chest funds, which provide U.S.O. facilities such as these

BELOW: These Chinese, fleeing from a threatened bombing raid by the Japs, give graphic testimony to the suffering and need in many war-torn Allied nations

BELOW: The Dallas Day Nursery cares for small children while parents work



BELOW: Part of Chest Funds go to Russian Relief to help rehabilitate families in areas retaken from the Nazis

BELOW: Recreation and character-building for underprivileged youths of Dallas are given by the local Y.M.C.A., whose Newsboys Club room is pictured here



EVEN IN DALLAS

"... Ye Have the Poor Always With you, and Whensoever Ye Will Ye May Do them Good"

THE changes brought about by the war in our individual, community, and industrial life are so familiar they need not be reviewed. However, an erroneous opinion exists in some quarters that the unprecedented demand for workers of all kinds has transformed the community into a veritable heaven where want is unknown and, therefore, concern as to the welfare of the individuals living among us is no longer necessary.

The great philosopher, Jesus Christ, said, "For ye have the poor always with you, and whensoever ye will ye may do them good." Two thousand years have borne testimony as to the truth of His statement.

Today, in the Dallas area, many—perhaps thousands—are in need of the bare necessities of life; helpless, innocent babies are left on doorsteps for strangers to give love and care; handicapped blind and crippled persons still beg on our streets; orphans, too young to work, need food, clothes, and shelter; destitute persons of all ages burdened with the sufferings of human ills must have medical attention and care. All these are still with us.

Dallas now, as in the past, looks to the War Chest of Dallas County to solicit, collect, and distribute funds to various agencies equipped to carry on this humanitarian work. Within the War Chest are 35 local agencies, each with a definite purpose and program, scientifically designed to administer aid whenever and wherever needed.

To illustrate service provided by local War Chest agencies, consider those devoted to child welfare. Service actually begins at the pre-natal period. The expectant mother is provided with the best hospital care without cost if she is unable to pay for it. When the baby arrives both mother and child are cared for until the agency is convinced they are able to resume a natural life.

If the child is born out of wedlock, agencies stand ready to care for it or arrange for its adoption. If the mother wishes to keep her baby, other agencies aid the mother in finding employment and offer free care for the child while the mother is working.

Should the child be abnormal it is

placed in a children's hospital or clinic where efforts are made to restore it to normalcy. Failing in this, the child is placed in an institution equipped to handle such cases.

This is but one phase of the work done by the children's agencies. Other organizations rescue and care for abandoned infants and children; provide free lunches for school children; maintain health camps and children's recreation centers; give home and schooling to orphans; loan toys, craft supplies, and athletic equipment to poor children; study and treat maladjustments and behavior problems of children; give guidance to children who lack these benefits in their own homes; plan and work to reduce child delinquency; provide wholesome educational and character-building programs, and similar subjects.

Thus, through the War Chest, the chil-

dren of Dallas are given every known welfare service that they—the citizens of tomorrow—may be healthy, useful, and happy.

The community welfare services of War Chest agencies have a rounded-out program encompassing every welfare need of the community. In the past year alone, War Chest agencies have rehabilitated many helpless blind, crippled, deaf or otherwise handicapped men and women and placed them in vital war work. Some of these have proven more capable of performing certain tasks than persons not handicapped.

The aged are not overlooked by the War Chest. They are given employment of which they are capable, so that they may be as content as possible.

Nor does the War Chest devote all of its energy to helping those who cannot

(Continued on Page 25)

ADOUE REPRESENTS SOUTHWEST ON NATIONAL WAR FUND BOARD

J. B. Adoue, Jr., well-known Dallas banker and civic leader, represents the South and the Southwest in the National War Fund, which consists of the 17 National agencies which are included in the War Chest of Dallas County.

Mr. Adoue is the only Southerner holding office on the National War Fund. He serves as vice president and is a member of the board of directors. Mr. Adoue is president of the Dallas War Chest.

A meeting of the board of directors, called by Winthrop W. Aldrich, president of the National War Fund, was held in New York recently to review actions of the executive committee and to study activities of National War Fund agencies. Plans also were formulated for the National War Fund campaign which is being held this month throughout the nation.

Work of the National War Fund is world-wide in scope. Briefly, it is a consolidation of the numerous foreign relief organizations that have made their appearance since hostilities commenced in Europe.

The National War Fund serves two definite purposes: war services and overseas relief.

Americans, generally, are particularly interested in the first service. This service provides recreation, comfort, and aid to our own armed forces wherever they may be through the United Service Organizations (USO), one of the agencies; in maintains hotels, clubs, rest centers, and recreational facilities for our men in the Merchant Marine through the organization known as United Seamen's Service; and it brings solace to our fighting men who are held prisoners of war in enemy camps by providing them with books, games, personal visits, and as much aid as possible in the way of food, medicine, etc., through the channels of the War Prisoners Aid agency.

Overseas relief is designed to provide the people of our allies, the occupied countries, the un-occupied areas with food, clothing, medicines, and financial aid to ease their suffering. Eleven agencies carry on this work all over the globe.

Coming Events-- CAST THEIR SHADOWS BEFORE

By William S. Allen*
Research Consultant

THE incident is told at an advanced base in the South Pacific. Out there they call it the Tojo Furniture Factory. It seems that servicemen needed some chairs, typewriter tables and chests in a hurry. But how get them? There was only one thing to do—make them.

Carpenter's Mate N. R. Stewart gave the answer. "We took over a leaky shed, patched the tin roof, and pieced together our equipment," the blond, blue-eyed sailor later related. "Strips of old leather helped. We made some sort of a belt and harnessed it to an electric motor. A few old saws turned up. We were all set. Boy! We've got a factory now turning out some pretty good furniture, even though none of our men had ever made furniture."

Here is a story of American ingenuity in action out in nowhere under stress, strain, and sheer necessity. Yet today right here in Texas, and Dallas in particular, examples are countless where the impact of total war has uncovered new, unsuspected capacities for invention, development, and production. Perhaps the chain of events is not so obvious and dramatic as the one in the South Pacific. But it is none the less real. Possibly when each development is viewed singly it may not seem so significant. But when the number of isolated situations recently occurring are multiplied and seen as the integrated, overall picture the result is astounding.

Yes, "people who talk about the South of 1943 as if it were the South of 1939 or 1929 obviously have not seen the South today, even if they live there." So comments Larston D. Farrar in September's *Nation's Business*. Truly Dixie has "gone to town." Dallas and Texas as a

whole have contributed tremendously to this sensational transformation.

People pour into this state from the other 47 as soldiers or workers. San Antonio is now the largest military center in the United States. Corpus Christi harbors the largest naval aviation training school. Randolph, Brooks, Kelly and numerous other airfields sprawl along ground once only grassy plains. Texas with more than 200 army installations and offices is the nation's No. 1 training center for the United States Army and Air Forces.

Texas first and foremost mobilizes human resources for war. But it also prepares for the postwar period. Farmers, miners, ranchers, lumbermen throughout its vast expanse of territory, embracing 10 per cent of the country's area, pitch in with a dual purpose. Overnight they help also push ahead by decades normal, industrial development. How? Farmers, for example, not only supply food. They also become an essential source of raw materials for industrial uses. A new age is here—the age of chemurgy. Chemistry is put to work as never before for agriculture, through the application of research and science. New products emerge from the laboratories in a seemingly endless procession—new products for transportation and communication, for offices and homes, for every phase of better living.

What a challenge and an opportunity! Texas leads the nation in its abundance of raw materials for manufactured products. Here are some of them: Carbon black, coal lignite, iron, limestone, magnesium, natural gas, petroleum, pulpwood, sulphur. Texas produces 40 per cent of the nation's petroleum and nearly all of its sulphur. Both are vital to the war effort and are peacetime essentials. Texas' limitless raw materials are used in the manufacture within the state, as well as in other industrial areas of the country, of glass, paints, pharmaceuticals,

plastics, newsprint, synthetic rubber and many other products.

In the case of synthetic rubber, petroleum is used to make butadiene. Cotton, carbon black and sulphur are used in the fabrication of rubber goods. Dehydrated yams are good material to make alcohol. Alcohol and cotton make rubber-like plastics—replace rubber for footwear, raincoats, golf balls, garden hose and for a thousand other items. Soy beans make plastic helmets to protect miners and construction workers. Margarine is increasingly derived from cottonseed. Synthetic olive oil stems from peanuts. And so on.

Such are the modern miracles of chemurgy. Such are its ample uses of Texan resources. Such, in addition, is Texan resourcefulness. The transition of a traditional cotton and cattle economy to one highly industrialized is literally the talk of the nation. Today in Texas industrial plants are rising steadily and increasingly within convenient radius of raw materials. The new \$20,000,000 pig iron plant at Daingerfield in East Texas is a recent case in point. Here, within four miles of the plant are found an estimated 50,000,000 tons of iron ore. Other projects under similar circumstances include tin and copper smelters, canneries, high-octane gas refineries and synthetic rubber plants. The huge synthetic rubber project at Port Neches on the Texas Gulf Coast is the largest in the world.

Specifically, the size and diversity of Texas plants is revealing especially in Dallas. Here the gigantic North American Aviation plant is one of the biggest anywhere. Continental Motors Corporation operates a huge plant for the manufacture of airplane motors. Here also is a \$2,000,000 soap factory. Dallas, excepting Los Angeles, is now the largest battery manufacturing center west of the Mississippi. Surrounding these big industries is an ever-increasing number of smaller, allied businesses.

Dallas throbs deep in the heart of Texas, and Texas throbs deep in the heart of the nation. Dallas is attracting national attention because of its vitality—and this vitality foreshadows greater growth and peacetime prosperity. Tomorrow, vast aerial skyways will influence the development of cities. Inland cities, rich in material resources and aggressive spirit, will grow without parallel. Dallas stands strategically almost midway between the Atlantic and the Pacific. It is at the very

(Continued on Page 23)

* William S. Allen is a Dallas advertising man whose article here shows a keen analysis and interpretation of Southwestern resources. He is a specialist in advertising research and promotion. His articles have appeared in such publications as *Advertising and Selling*, *Department Store Economist*, and *Stage and The Mailbag*.

5th FERRYING GROUP

LOVE FIELD'S EXPANSION BY FAR-FLYING AIR UNIT GIVES DALLAS 'HEAD START' FOR POSTWAR AVIATION

TWO world wars and 26 intervening years were required to develop Love Field to its ultimate efficiency as an air base.

On Sept. 28, this year, the Fifth Ferrying Group, Ferrying Division, Air Transport Command, paid quiet observance to the fact that a year ago it assumed control of the airport and began operations that have been reflected in battle successes in every war theater of the globe.

The army and the commercial airlines operate harmoniously at the municipally-owned field.

The Fifth Ferrying Group functions as

a unit in the world-wide organization of the Ferrying Division, responsibility of which is the delivery to army air bases, wherever they may be, of all aircraft manufactured in the United States. Military expediency forbids revealing the scope of activities accomplished by the Fifth Ferrying Group but it can be stated that pilots of the organization have flown many millions of miles.

Commanding officer of the Fifth Ferrying Group during its development was Col. Thomas D. Ferguson, graduate of South Carolina's historic Citadel and of Brooks and Kelly Fields, San Antonio.

He saw peacetime service throughout the Continent and in Hawaii. Upon graduation from technical school at Maxwell Field, Ala., he was named air instructor at Hensley Field, Dallas, air corps reserve center for the Eighth Corps Area.

Colonel Ferguson was transferred to the newly formed "Ferrying Command" soon after its inception on May 29, 1941. He guided the ferrying functions in this area from the beginning and supervised the transformation of busy Love Field from a commercial aviation center into a military base that serves as home for thousands of personnel and is likened to a hub, the aerial spokes of which extend toward ever widening horizons.

Recently, Colonel Ferguson was named commanding officer of a newly organized eastern sector in the Ferrying Division and was transferred to headquarters within the territory under his jurisdiction, roughly one-third of the United States. Assignment of these new and larger duties is regarded as recognition of Colonel Ferguson's executive capacities and is testimony to the expansion of the Ferrying Division.

New commanding officer of the Fifth Ferrying Group is Lt. Col. Russell W. Munson, advanced from deputy commander. He previously was group operations officer and has been assigned to the Fifth Group since June 20, 1942. He is a graduate of the University of Wyoming and of army air corps flying training schools. After serving actively as a second lieutenant he went on reserve status until July 5, 1941, when he returned to active duty. The previous ten years he had served United Air Lines as a pilot and executive.

The phenomenal development of the ferrying service is one of the military sagas of this war. On July 9, 1941, the first fighting plane took off from an American base and was landed where it would do the most good. Within a month the Ferrying Command had opened the North Atlantic route and within two months had surveyed successfully African, Alaskan and South Pacific routes.

Aid of commercial companies such as

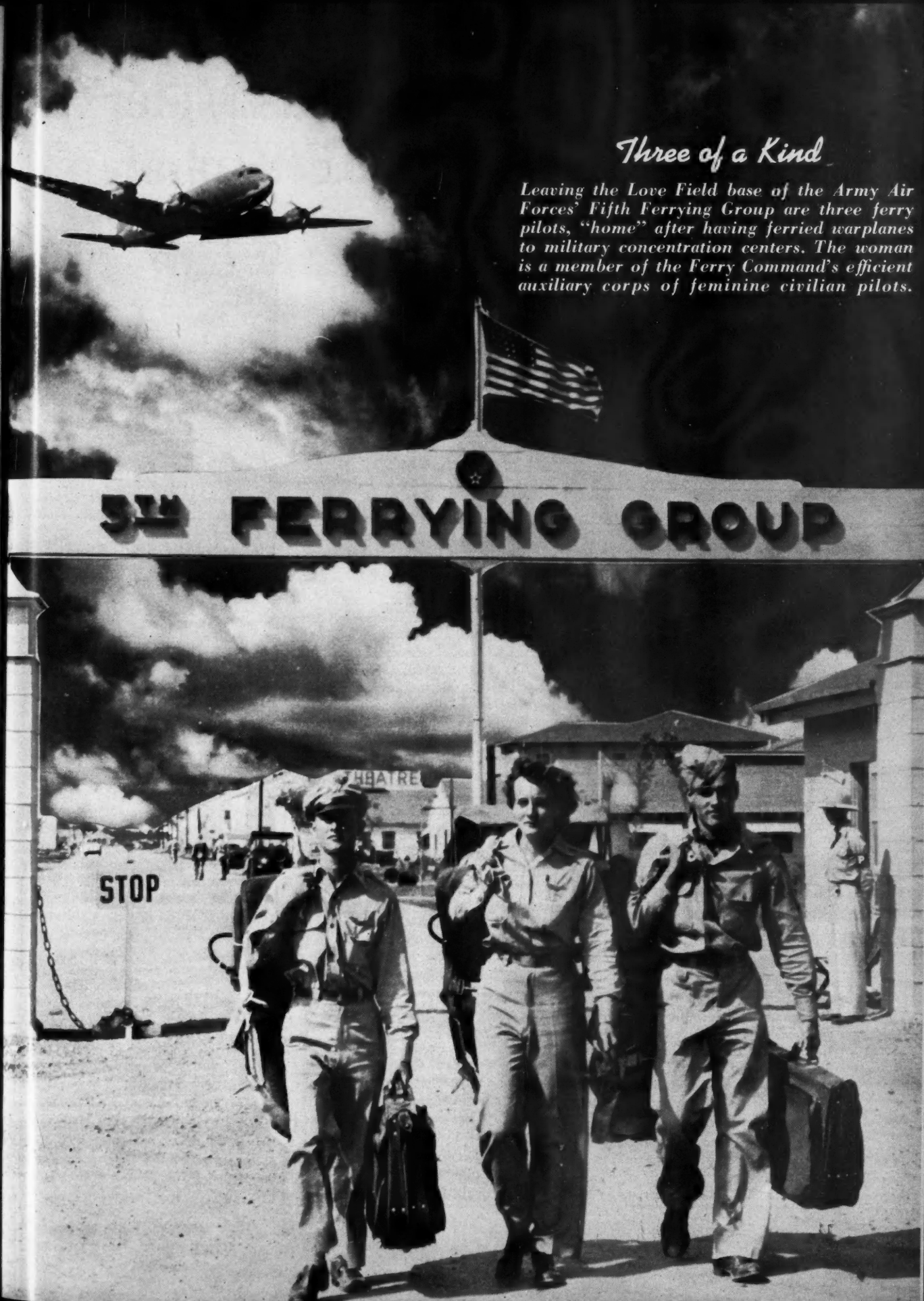
Col. Thomas D. Ferguson (left), who recently was transferred to the command of a new ferrying sector after having commanded the Fifth Ferrying Group at Love Field, congratulates his successor, Lieut. Col. Russell W. Munson, previously the Fifth's deputy commander.



(Continued on Page 21)

Three of a Kind

Leaving the Love Field base of the Army Air Forces' Fifth Ferrying Group are three ferry pilots, "home" after having ferried warplanes to military concentration centers. The woman is a member of the Ferry Command's efficient auxiliary corps of feminine civilian pilots.



Hodson Lewis Succeeds Miller As Manager of U. S. Chamber

ROGER MILLER, who for ten years has been manager of the Southwestern Division of the Chamber of Commerce of the United States, with headquarters in Dallas, retired from active service on Oct. 1 and was succeeded by D. Hodson Lewis, for 16 years manager of the Little Rock Chamber of Commerce. The announcement was made by Major Bernard F. McLain of Dallas, who is vice president of the National Chamber for the Southwestern Division.

"I am sure that everyone in the eight states of the division will share my regret over the retirement of Roger Miller," Major McLain said. "In the years that he has served the division he has not only done a fine job for the National Chamber, but has won the friendship of the organization men and women with whom he has worked.

"He feels, however, that the time has arrived for him to carry out a long-cherished plan of the Miller household—that of retiring to his home at Arrowhill Farm, Talbott, Tenn."

Ralph Bradford, general manager of the United States Chamber, in a statement from Washington, simultaneously paid tribute to Mr. Lewis' ability when he said:

"Mr. Lewis is known to practically every organization executive in the division as 'Hod.' I know that he will move into the division picture without losing a stride, because of his wide acquaintance in the territory and his familiarity with its problems. He has a fine record at Little Rock and has been an active participant in organization affairs generally.

"It is our aim to make the divisional offices of the Chamber of increasing utility and leadership in the territories they serve. In the retirement of Roger Miller, the Southwest is losing a valued friend and leader; in securing the services of Hod Lewis it is gaining a man who understands the problems of the Southwest and who is equipped by training and experience to continue the development of the Chamber's services in that area."

The Southwestern Division, composed of Texas, Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, and Oklahoma, has its headquarters in the



ROGER MILLER



D. HODSON LEWIS

Dallas Chamber of Commerce Building.

As a practical means of developing closer cooperation with business men and organizations in the various sections of the country, the National Chamber maintains six division offices. Each division is in charge of a division manager, whose main responsibility is that of carrying on the broad promotional, educational, and public relations activities of the Chamber:

First, those having to do with increasing the effectiveness of the Chamber as a whole by the perfection of its machinery.

Second, those having to do with increasing the effectiveness of local organizations—in other words, activities of a service character. Typical of these are conferences with presidents, secretaries, directors and committees of local chambers and trade associations.

Third, those activities having to do with the program and policies of the National Chamber. In this field falls the work of stimulating voting on referenda; organizing local and regional council meetings, and distributing literature.

Roger Miller, in his more than 30 years of organization experience, served as president of the National Association of

Commercial Organization Secretaries, the National School for Commercial and Trade Organization Executives, the Southern Commercial Secretaries Association, and the Tennessee Press Association. A native of Tennessee, he was prominently identified with numerous important movements in the Southern states, and widely acquainted throughout the country. While manager of the Southwestern Division of the National Chamber, he also served as secretary-treasurer of the Southwestern Chamber of Commerce Institute and as a member of the advisory board of the Southern Regional Research Laboratory. Mr. Miller, formerly a member of the Dallas Rotary Club, and his charming authoress wife, Helen Topping Miller, were well-known in Dallas social circles.

In a letter to Major McLain, Mr. Miller said:

"Although my retirement was planned several years ago, I regret that my resignation occurs in wartime. I would like to continue for the duration, at least, but the doctors tell me that it is inadvisable.

"The Southwest will enter the postwar period with a better economic balance, greater diversification of industry, and

(Continued on Page 25)

U. S. Commerce Department Fosters Community Planning

Carl F. Bartz, manager of the Dallas regional office of the Department of Commerce has made public a profusely illustrated handbook called "Community Action for Jobs and Profits," designed to help local communities in the Southwest and throughout the country to strengthen their economic foundations in readiness for the postwar era.

"Jobs and Profits" is an "action" guide for the use of alert local leaders in promptly working out plans to take inventory of community assets, needs, and potentialities and aggressively putting them into effect.

It is not based on mere theory, but on actual accomplishments in some 50 different communities, mostly of moderate size, scattered over the country, which adopted a somewhat similar program before the need for postwar preparations became imperative, Mr. Bartz said. This program has already resulted in about 50 communities in this region not only intensifying their individual war efforts but organizing and preparing for the postwar period as well.

The statutory function of the Department of Commerce is "to foster, promote and develop the foreign and domestic commerce of the United States." "Jobs and Profits" carries out that function by presenting to the business men of the nation practical ways in which domestic commerce—business—may be fostered, promoted and developed.

Field offices of the Department of Commerce—and the Department in Washington—will do everything within their means to assist local communities in putting this up-to-the-minute program into effect, Mr. Bartz said. However, the department is limited both as to personnel and appropriations, and the major spade work must be done by local communities.

The Chamber of Commerce of the United States has offered full cooperation through local chambers, and the Committee for Economic Development, now organized in approximately a thousand communities, has done likewise.

It is aimed to have this program in active operation in 2,000 moderately-sized communities and towns by the end of 1943. Through the cooperation of chamber-members of the Chamber of

Commerce of the United States, the field service of the Department of Commerce will seek to cover local communities already organized for this program.

Guide sheets are provided to simplify surveys. Communities are cautioned not to attempt to do everything at one time but to choose lines of activity which promise best results locally—and to push them hard.

An activity urged upon all communities participating in the program, however, is the adoption of a "work pile plan." This is a survey based on the belief that practically every business firm, from the smallest retail store to the largest factory, knows of certain expenditures for repairs, modernization, expansion or conversion which it will probably make after the victory is won. "Jobs and Profits" tells how to conduct such a survey.

The importance of present business is stressed in "Jobs and Profits," which points out that the greatest single aid to postwar jobs for returning fighting men and other citizens will undoubtedly be the "soundest possible business structure during the war." Continuing, it says:

"It is the present towns, the present business organizations and present businessmen who will form the basis for any sound free enterprise system of the postwar period.

"The best way business can plan to be strong next month or next year is to keep next month and next year in mind, but to do everything possible to build a sounder, stronger organization now. So it is with postwar planning.

"Despite boom wartime conditions, business must be constantly vigilant to keep expenses in line, to strive for higher

productivity at lower cost. These precautions can lessen the severity of postwar readjustments, and help make additional jobs possible after the war."

Local chamber-members of the Chamber of Commerce of the United States have been sent copies of "Jobs and Profits" from Washington headquarters. Similarly, the field organization of the Committee for Economic Development has received copies of the publication. Additional guide sheets for individual use, a Store Modernization Check-Sheet selected references on Postwar Planning, Developing Business in Your Community, Civic Planning, and other helpful material are available from this and other field offices of the Department of Commerce. The Dallas Regional Office, Mr. Bartz said, has copies of both the original publication and supplementary material for distribution and will supply them on request.

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Wage-Hour Act 5 Years Old; Progress Ahead of Schedule

The fifth anniversary of the Fair Labor Standards Act in October finds this legislation, which is better known as the Wage-Hour law, well ahead of the schedule set for it by Congress in 1938.

The industry committee procedure provided in the act has advanced so rapidly that the statutory goal of a 40-cent minimum wage, which automatically would have gone in effect Oct. 24, 1945, now is already provided for the majority of the nation's industries—two years ahead of schedule.

Today, most people, employers and employees alike, are familiar with the basic provisions of the Fair Labor Standards Act. They know that this federal wage and hour law applies to employees engaged in interstate commerce or in the production of goods for interstate commerce. Unless specifically exempted by the act, such employees must be paid not less than 30 cents an hour or such higher rate, up to 40 cents an hour, as may be applicable under an industry wage order, and not less than one and one-half times their regular rate of pay for all hours worked beyond 40 a week. The law also regulates the employment of children.

These simple, basic provisions of the law are now widely known, and the vast

majority of employers have little or no difficulty in determining whether their employees are covered by the act. In instances where there may be doubt employers are guided by interpretations of the administrator of the Wage and Hour Division and by court rulings on the act.

About 12,500,000 workers covered by the act are employed in industries for which a minimum wage of 40 cents an hour was established during the past 12 months, and for which industry committee recommendations for such a minimum are now pending. In these industries some 650,000 workers were being paid less than 40 cents an hour, according to the economic studies presented to the industry committees.

In an anniversary statement on the Fair Labor Standards Act, Russell L. Kingston, regional director at Dallas for the Wage and Hour and Public Contracts Divisions, U. S. Department of Labor, cited some of the accomplishments of this legislation.

Emphasizing the large number of additional workers covered by the 40-cent minimum during the year, Mr. Kingston pointed out that in the four years that the act previously had been in force, the 40-cent minimum had been set in industries employing 5,000,000 covered workers of whom 850,000 had been getting less than the minimum.

By the actual anniversary date, Oct. 24, industry committees are expected to recommend a 40-cent minimum for several other industries which employ about 3,000,000 covered workers, of whom about 150,000 were reported to be receiving less than 40 cents an hour. Total coverage under the act includes about 21,000,000 workers.

Under the procedure outlined by the Fair Labor Standards Act, wage and employment conditions in an industry

are studied by a committee equally representing employers, employees and the public. Members of the committee, selected on a nation-wide basis, study in detail conditions in the industry and, with due regard for economic conditions, recommend a minimum wage above 30 cents but not exceeding 40 cents an hour that will not substantially curtail employment.

After the committee makes its recommendation to the Administrator, a public hearing is scheduled at which any person or group affected by the proposed new rate may be heard. The whole process is thoroughly democratic, an open meeting at which any interested person can have his "say."

Despite a public impression that all wartime wages are high, it was pointed out that under the wage stabilization program the War Labor Board found it necessary to issue a general order allowing employers without specific permission from WLB to raise rates to 40 cents an hour. This was done because the board was flooded with requests from employers, as well as from employees who had previously not been receiving this much.

"The minimum wage provisions of the Act as well as its requirements for overtime pay after 40 hours a week stand as a bulwark for both employers and workers against competitive wage slashing in the period of readjustment after the war when our soldiers come home," Mr. Kingston said.

"It is gratifying that the majority of employers have been ready and willing to comply with the act."

In addition to handling wage-hour work in Texas, Oklahoma, Arkansas and New Mexico, the regional office in Dallas also handles enforcement of the Walsh-Healey Public Contracts Act of 1936. The Walsh-Healey Act applies generally to U. S. government contracts for materials, supplies and equipment above \$10,000. This law sets standards of minimum wages, overtime compensation, child labor, and safety and health and forbids the employment of convict labor in the fulfillment of contracts subject to the act.

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Highway Commission Member, Reuben Williams, Moves Here

Reuben Williams, member of the State Highway Commission of Texas, last month moved to Dallas from Fort Worth. Williams opened his own law office in the new Mercantile National Bank Building and also is associated with the law firm of Carrington, Habberton, Johnson & Walker. He has purchased a home at 3012 East Potomac for his family, which includes his wife and four-year-old son.

Welcoming the 34-year-old highway commissioner were Mayor Woodall Rodgers of Dallas and Mayor A. L. Slaughter of University Park, in whose municipality Mr. Williams' residence is located, and J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce.

Mayor Rodgers praised Mr. Williams for his great assistance to the city on highway matters in recent years and particularly for his invaluable assistance in connection with Central Boulevard, which was finally placed under contract this year.

Mr. Williams was born in San Angelo, reared in Big Spring and attended the University of Texas and Missouri University. He moved to Fort Worth in 1933 to begin the practice of law there. He first attracted statewide attention in January, 1939, when he went to Austin as secretary to Gov. W. Lee O'Daniel. In 1940 he was the governor's campaign manager and in September of that year he was named casualty insurance commissioner.

In January, 1941, Mr. Williams was appointed state life insurance commissioner and chairman of the state's Board of Insurance Commissioners. Three months later he was named to the State Highway Commission for a six-year term.

As a member of the commission with Chairman Brady Gentry of Tyler and Fred Knetsch of Seguin, he has been intensely interested in recent months in development of a postwar program for the state highway system.

This program calls for work totaling from \$300,000,000 to \$400,000,000 and Mr. Williams has been especially interested in seeing that urban areas get proper consideration.

In the past the highway policy generally has been to aid in construction of



REUBEN WILLIAMS

roads up to the gates of cities, leaving the remainder for the municipalities to fill in. The result has been countless bottlenecks in the system where they are most troublesome, but in the future, Mr.

Williams said, this will be different.

Central Boulevard was the first project of this kind to be placed under contract by the State Highway Commission, and Mr. Williams said he was proud to have had a part in working out this program. Many other improvements are possible here, such as completing bypass routes around Dallas and continuing to provide adequate entrances as exemplified by work now under way on Zang Boulevard in Oak Cliff.

Mr. Williams also is aiding efforts to obtain federal approval so that the North Road between Dallas and Fort Worth, State Highway 183, can be completed without further delay.

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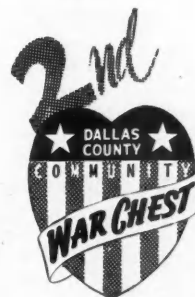
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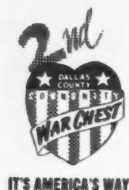
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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

The Tax Season Opens

BY the time this Washington letter appears in print the Treasury will doubtless have made public its recommendations for new tax legislation, and the Ways and Means Committee of the House will probably have begun hearing on the new bill. As this is written, however, the Congress is re-convening after its summer recess and has neither been apprised of the Treasury program nor begun to formulate one of its own. Consequently, the pattern of the new tax bill has not been laid out, and any conjecture regarding the provisions of the bill can be nothing more than conjecture at this writing.



DALE MILLER

This circumstance, however, is in itself significant. The Treasury has strongly emphasized the urgency of raising billions of dollars in additional revenue, and the administration is bearing down on the necessity of prompt action in enacting the bill, yet the Congress is re-assembling and ready to go to work, without having any clear idea of how the Treasury wants this vast sum to be raised. For some inexplicable reason the Treasury has resisted efforts by members of Congress or its authorized committees to get a line on what its tax experts are cooking up.

This is not a new situation. Much of the obvious coolness existing between Congress and the Treasury in the past few years has been generated by the Treasury's refusal to make known any of its thoughts on specific issues until it could lay its whole program before Congress. Many members of Congress have resented this practice, and have taken the position that the Treasury, under the American system of government, should act as advisors and statisticians on tax problems, working disinterestedly with the Congress and not being grimly partisan on economic or political issues. Indeed, this point of view was officially expressed by Congress last year, when it

incorporated into the revenue bill of 1942 a provision which empowered its joint committee on internal revenue taxation to obtain information directly from any government department. This was plainly intended to spare its own tax advisors the embarrassment of asking Mr. Morgenthau's permission to obtain a fact or figure from the Bureau of Internal Revenue.

Despite this provision in the law, the joint committee of the Congress was again rebuffed by Mr. Morgenthau when it sought, early in September, to get a line on the forthcoming program from internal revenue. The joint committee threatened to subpoena the information and Mr. Morgenthau threatened to test the validity of the law in the courts. To date this dilemma has not been resolved, but the incident eloquently demonstrates that the coolness between Congress and the Treasury not only still exists but has become intensified.

In many respects the forthcoming revenue bill will be the toughest of the lot, if only for the reason that any addition to the tremendous burden of taxation al-

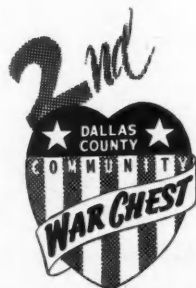
ready being borne will prove a serious matter to many classes of taxpayers. It is discouraging, therefore, that the harassing job of putting together a bill is being begun in an atmosphere which is not conducive to the best efforts of those responsible. Add to this situation the manifold complexities of the war, and the confusion and unbalance in our domestic economy, and some picture of what the next few months will be like on Capitol Hill will gradually unfold.

Congressional leaders can be expected to make every effort to speed final enactment of the new bill before the year is out, principally for the reason that any changes in the income tax structure which affect the withholding system will produce no end of confusion if carried over into 1944. But there is reason to doubt that Congress can be hurried. One wide eye will be cocked on the war in Europe. If the winter should bring the collapse of Germany, the argument for higher taxes will lose much of its force, and with an election year coming up such an eventuation would be politically welcome.

In any event, it is clear that the forthcoming revenue bill will be promptly succeeded by still another bill to simplify the tax structure. So the tax question will be around for some time. Matters in which Texas is particularly interested will no doubt occupy the proscenium of the stage from time to time during the next several months.

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National Hereford Show Here Nov. 15-20 Offers \$20,000

A total of \$20,000, second largest premium list ever offered for the National Hereford Show, is attracting exhibitors from many sections of the nation. President Jack Frost, of the sponsoring Texas Hereford Association, has announced that nine states are represented already in applications for entry blanks, in addition to many prominent Texas breeders.

Local committees are reported progressing with preliminary arrangements for the show, which will be held in Dallas Nov. 15-20, in spacious facilities of the State Fair of Texas.

Out-of-state exhibitors expected include Wyoming Hereford Ranch, Cheyenne; Dan and Jessie Thornton, Gunnison, Colo.; Illinois Hereford Farm, Oregon, Ill.; Boca Grant, Crestone, Colo.; Foster Farms, Rexford, Kan.; Colvert Ranch, Millcreek, Okla.; Milky Way Farms, Pulaski, Tenn.; W. E. Harvey, Ada, Okla.; W. A. Delaney, Jr., Ada, Okla.; Carl King, Siloam Springs, Ark.; Joe Beauprey, Elizabeth, Colo.; L. B.

Jackson, Ringling, Okla.; Roy Turner, Sulphur, Okla., and several others.

Texas breeders also have been encouraging with their early response. Entries now are expected from Silver Top Farm, Dallas; F. D. Jones, Rhome; Dr. Charles H. Harris, Fort Worth; Charles Pettit Walnut Springs; John R. Black, Granbury; Essar Ranch, San Antonio; J. Bruce Duncan, Waco; J. E. Boog-Scott Jr., Cresson; Jim Gill, Whon; Wheelock Hereford Farm, Corsicana; White Hat Ranch, Blackwell; James Brook, Brady; W. J. Jenkins, Normangee; Henry Arledge, Knox City; John H. Sedwick, Albany; J. A. Bergfeld, Tyler; Northwood Farms, Saginaw; Silver Crest Farms, Fort Worth; Jim Herring, McGregor; W. P. Luce, Dallas; L. R. Coleman, Cleburne; R. B. George, Dallas; W. H. Hammon, Wichita Falls; C. A. Lanius, Fort Worth; Lewis Cerf, Ennis; Edens and Edens, Corsicana; Ernest Grissom, Abilene; W. T. Montgomery, San Antonio, and many others.

2%, Ten Days

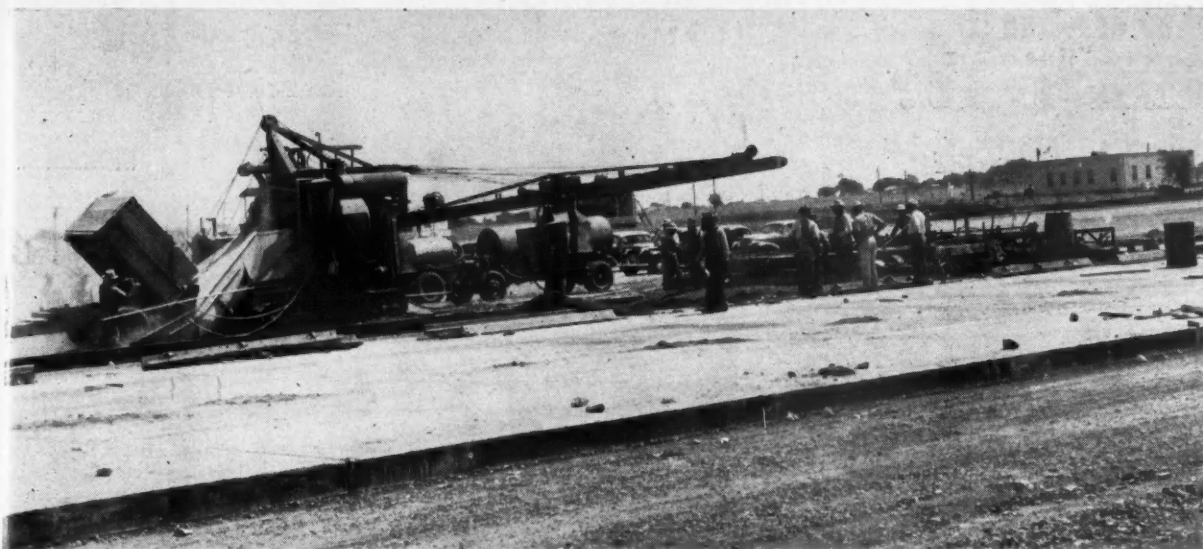
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Constantly increasing military activity has caused tremendous expansion of facilities at Love Field, whose activities are under wartime control of the Fifth Ferrying Group. Pictured is the work of paving an extension of runways.

5th Ferrying Group

(Continued from Page 12)

airlines, petroleum firms with foreign and domestic outposts, and other independent firms, was vital to the success of the Ferrying Command's operations, and such aid and cooperation as requested was given without hesitation and without limit.

As American industry speeded up its output of aircraft, the Ferrying Command anticipated future demands upon its facilities. In line with this policy a control officer was assigned to Hensley Field in October, 1941. This act was the inception of the organization later to be known as the Fifth Ferrying Group. From January until the last of May, in 1942, Hensley Field was designated headquarters for the Midwest sector of the Ferrying Command. In May, the Midwest sector was re-designated the Fifth Ferrying Group.

In July, 1942, mounting demands upon the parent organization resulted in new changes. The ferrying, transport and cargo operations of the Army Air Forces were consolidated in one organization henceforth known as Air Transport Command. The new organization had two operating divisions—Air Transporting and Ferrying.

Construction of new quarters and facilities of the Fifth Ferrying Group were started the same month at Love Field on a reage that had been secured adjacent to the airport. It was necessary to close off two streets and when later expansion developed a third street came within the

limits of the new post.

The entire relationship between the city of Dallas and the army has been predicated on the understanding that airport facilities existing at the time the army took over would be returned to the city at the end of the emergency. A second agreement was that any improvements made by the army also would become the property of the city when Love Field is returned to the city of Dallas. The city is being reimbursed for fees that might reasonably be anticipated by the municipality through commercial rentals.

The work that the Fifth Ferrying Group has done at Love Field in the year that the Ferrying Division unit has operated the base will be reflected after the war in greatly improved facilities.

On Oct. 19, 26 years elapsed since the war department named its new Dallas air base in memory of a flying officer who never saw the post. The field was named for Moss Lee Love, a lieutenant from Fairfax, Va., who was killed in 1913 while making a practice flight near San Diego, Calif.

In the interval between the armistice of the last world war and the inception of the current conflict, Love Field was the scene of non-military, commercial operations. Much of it was local. On Sept. 19, 1924, there occurred an event which was prophetic of the days to come when the Ferrying Division would develop a base to speed planes throughout the world.

Lieuts. Powell H. Smith, Leigh Wade

and Eric Nelson landed at Love Field that day on the last leg of their round-the-world flight. Their arrival and visit caused great excitement. Army pilots who a few days before were seeing service on the other side of the globe now land daily at the field without fanfare.

Love Field, in its second world war, is prepared for the "Air Age" of the peacetime years.



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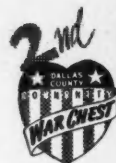
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Many "norteamericanos" participated in the Dallas Mexican colony's observance of the Mexican Independence Day recently. Pictured, left to right, are Luis Perez Abreu, Mexican consul, Mrs. Alstacheia Walker, Mrs. J. Woodall Rodgers, wife of the mayor, and Mrs. Forrest V. Sorrells, during ceremonies on Sept. 15, eve of the anniversary. The Consul rang a two-ton bell, as did Padre Hidalgo, who launched the independence movement in Mexico in 1810. Several U. S. Army officials and a number of merchants from Mexico and Cuba attended the ceremonies.

Coming Events

(Continued from Page 11)

gateway to Mexico, Central and South America.

These facts, combined with the solid peacetime leadership already held in the Southwest in nearly all branches of business—including finance, banking and manufacturing—indicate a substantial expansion for Dallas in the postwar period.

Clearly, Dallas has a firm foundation for future greatness. The city will take on a new character in line with its currently enlarged population now estimated as

450,000, and with a regional trade area containing 17,000,000 people. The master plan of a Greater Dallas encompasses within its limits streamlined airports, widened highways and an imposing civic center.

Coming events already cast their shadows ahead! Dallas skilled labor with its newly-acquired experience is ready for a new era. Engineers and experts of large corporations are surveying this territory for future plans and possibilities.

Apparently the United States Census Bureau for good reason placed Dallas County among the six metropolitan coun-

ties in the United States which is expected to retain its growth after the war. Here is the richest area in all Texas. But this wealth is not confined only to materials and money. It includes also men and methods. Dallas is bound to be enriched during the coming decades because of the influx of military men, engineers, manufacturers, workers and others engaged in vital effort. Many of the newcomers will adopt Texas and enliven it. Dallas, ever dynamic, will progress.

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Dallas, Texas

Statistics Chart Dallas' Growth

These statistics are for Dallas, Highland Park and University Park and do not include such towns as Grand Prairie (site of the North American airplane manufacturing plants and the Naval Base), Garland (site of Continental Motors Corporation and Southern Aircraft Corporation), Cockrell Hill, Pleasant Mound and other Dallas County communities.

Population

Greater Dallas (Estimate based on increase in utility meters)	450,000
Dallas County (Estimate based on projection of Greater Dallas' growth)	500,000

School Enrollment

1935	54,367	1940	53,701
1936	54,466	1941	53,253
1937	54,529	1942	53,553
1938	53,959	1943	54,413
1939	54,313		

Bank Debits

	1942	1943
January	\$ 396,888,000	\$ 421,032,047
February	356,134,000	378,936,000
March	367,002,000	466,029,000
April	360,953,000	480,428,000
May	374,269,000	427,725,000
June	370,609,000	447,316,000
July	388,716,000	446,883,000
August	395,291,000	434,548,000
September	421,188,000	
October	469,239,000	
November	418,098,000	
December	508,007,000	
Total	\$4,826,394,000	

Bank Clearings

	1942	1943
January	\$ 376,600,346	\$ 410,975,976
February	341,873,408	362,696,361
March	376,432,770	458,545,832
April	322,261,368	453,134,669
May	322,113,982	421,752,649
June	334,248,118	452,083,211
July	349,684,517	439,863,099
August	352,280,227	423,923,356
September	378,751,220	
October	454,362,967	
November	395,513,380	
December	435,220,735	
Total	\$4,439,343,038	

Postal Receipts

	1942	1943
January	\$ 400,610	\$ 420,690
February	373,988	447,624
March	414,790	485,740
April	415,058	459,682
May	376,806	436,951
June	381,894	445,731
July	393,156	442,686
August	384,581	453,858
September	430,476	
October	477,673	
November	419,990	
December	622,451	
Total	\$5,091,473	

Building Permits (Greater Dallas)

	1942	1943
January	\$2,433,784	\$ 160,391
February	904,952	149,604
March	659,894	135,896
April	432,088	140,637
May	293,755	216,349
June	348,774	277,761
July	184,328	634,918
August	206,324	755,350
September	191,851	
October	238,984	
November	389,711	
December	777,171	
Total	\$6,561,616	

Water Connections

	1942	1943
January	83,861	85,702
February	84,148	85,979
March	84,485	85,890
April	84,853	85,920
May	84,995	86,016
June	85,173	86,140
July	85,367	86,140
August	85,457	86,146
September	85,514	
October	85,604	
November	85,717	
December	85,774	

Telephone Connections

	1942	1943
January	109,120	117,844
February	109,484	119,012
March	109,997	120,085
April	110,107	121,218
May	111,369	121,848
June	111,155	121,555
July	111,388	121,446
August	111,766	121,714
September	112,702	
October	113,606	
November	114,625	
December	115,341	

Gas Connections

	1942	1943
January	92,201	94,278
February	92,423	94,397
March	92,646	94,517
April	92,501	94,606
May	92,239	94,765
June	92,442	94,832
July	92,672	94,848
August	92,893	94,910
September	93,200	
October	93,591	
November	93,908	
December	94,149	

Electric Meters

	1942	1943
January	96,250	99,615
February	96,497	99,770
March	96,643	99,887
April	96,764	100,085
May	96,869	100,343
June	97,006	100,502
July	97,470	100,681
August	97,866	100,867
September	98,402	
October	98,736	
November	99,110	
December	99,472	

Defense Bonds and Stamps

	1942	1943
January	\$ 4,622,756.36	\$ 3,453,268.75
February	2,336,124.25	2,536,137.50
March	2,175,976.00	3,548,035.50
April	2,500,000.00	9,031,034.00
May	4,027,045.00	4,272,300.00
June	3,500,000.00	2,962,831.25
July	3,000,000.00	3,673,973.50
August	3,000,000.00	2,792,742.15
September	3,800,000.00	
October	3,005,711.50	
November	2,750,000.00	
December	4,198,786.75	
Total	\$38,916,399.86	

Chamber Sponsors Observance Of Navy Day Here on Oct. 27

Citizens of Dallas may have the opportunity to inspect the U. S. Navy Aviation Training Base here on Navy Day, Oct. 27, Commander J. R. Ruhsenberger, commanding officer, indicated recently.

Commander Ruhsenberger, meeting at the base with members of the military affairs committee of the Dallas Chamber of Commerce to discuss plans for observance of Navy Day, said that he would request permission of the Navy Department to open the base to public inspection for that occasion.

The commanding officer was host at luncheon for the military affairs committee, which will sponsor observance of Navy Day in Dallas.

Other events in the observance will include an all-Navy parade, with all Navy units in Dallas participating. The parade will be headed by a color guard and the Navy Base Band. It will also include participation by a large number of WAVES. A Navy Day luncheon will be held, and will be open to the public. Place of this event has not yet been selected by the military affairs committee, but it probably will be at one of the downtown hotels. A speaker, a high ranking naval officer, also is to be selected.

W. E. Holland, vice chairman of the military affairs committee, has been named chairman of a special committee to complete plans for the observance of Navy Day.

Guests of Commander Ruhsenberger at the luncheon included J. Ben Critz, vice president and general manager of the Chamber; F. O. Burns, a member of the chamber's board of directors, and these members of the military affairs committee: R. T. Shiels, chairman, Elmer P. Schmidt, Capt. Joe J. Murray, Lieut. Comdr. L. H. Ridout, Lieut. Comdr. J. Barry Holton, Lieut. Col. Russell W. Munson, Major Leon Smith, Col. Clarence A. Dougherty, Lieut. Harold V. Banks, Lieut. F. R. Peterson and Mark Hannon, secretary.

U. S. Chamber

(Continued from Page 14)

greater opportunity for substantial development than any section of the country with which I am familiar. The people of the Southwest are truly American in thought and action, broad-visioned and

progressive, and blessed with the courage of the pioneers. I hope that it may be my privilege to return from time to time and observe the continued growth that is certain to occur in the years ahead. My very best wishes to you and to all of our officers and members in the Southwestern Division."

D. Hodson Lewis is a past president of the National Association of Commercial Organization Secretaries and of the Southern Commercial Secretaries Association. He is a member of the board of directors of the National Institute, held at Northwestern University every year. This Institute is sponsored by Northwestern University School of Business, Chamber of Commerce of the United States, National Association of Commercial Organization Secretaries, and the National Trade Secretaries Association. Mr. Lewis was chairman of the curriculum committee of the session just closed, setting up the courses and securing the teachers and directing the general program. This was the twenty-first meeting of the national Institute and was the largest ever held.

Mr. Lewis takes over his new duties as manager of the Southwestern Division of the Chamber of Commerce of the United States with a broad acquaintance among chamber and trade organization executives and business people generally, not only in the Southwest, but in the nation as a whole.

Dallas War Chest

(Continued from Page 10)

help themselves. For example such organizations as the Boy Scouts, the Girl Scouts, Campfire Girls, YWCA, YMCA are War Chest agencies. The benefits they bestow upon community welfare are too well known to mention.

Social centers for persons of all ages and all walks of life are provided by War Chest agencies; financial aid is available to deserving persons whether they be citizens of the locality or stranded transients.

The war has placed new problems and heavy responsibilities on Dallas and vicinity. Thousands upon thousands of war workers continue to pour into the community. Housing facilities seem taxed to the limit, new health problems arise each

day, social problems must be solved. The War Chest, cognizant of the responsibility it holds, thinks not alone of today, but has planned and continues to plan for emergencies that might develop in the future. For this reason it is setting up a fund to be used for emergencies that might arise. This fact is conclusive of the service that it renders to the community. That is why Dallas is looking to the War Chest of Dallas County to safeguard in every way its men, women and children.

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Business Urged to Take Part In Fire Prevention Campaign

Management of Dallas business and industrial firms has been requested in a proclamation by Mayor J. Woodall Rodgers to take active measures during Fire Prevention Week, and throughout the year, to "conserve our human and material resources from the ravages of fire."

Fire Prevention Week starts Oct. 3 and during the period business and industrial establishments will be expected to make special efforts to clear premises and buildings of fire hazards. Inspection blanks for checking such hazards will be available through the Inspection Bureau of the Dallas Fire Department. Tuesday, Oct. 5, has been designated as clean-up day for factories, warehouses and other business firms. Wednesday will be clean-up day for yards, alleys and streets adjoining these establishments, with special fire prevention meetings scheduled for employees.

Details for promoting Fire Prevention Week among business and industrial firms are in the hands of A. H. Bailey, chairman of the Dallas Chamber of Commerce special committee on fire preven-

tion, and L. H. Rueckert, chairman of the commercial committee, and L. H. Selby, acting chairman of the industrial committee for the Dallas Fire Prevention Council. L. C. Roberts is chairman of the council which is charged with promoting Fire Prevention Week.

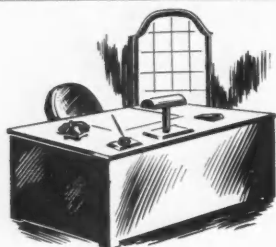
During the week special emphasis will be placed on careless smoking, and Fire Marshal W. G. Burns' drive against smoking in restricted areas will be accelerated. In business and industrial plants, violators of safety rules on smoking are being prosecuted.

Fire Marshal Burns points out that smokers have been the cause of the greatest number of fires in Dallas this year.

Last year Dallas suffered 573 fires and 113 were caused by smoking, with a loss of two lives.

In his proclamation, Mayor Rodgers said: "We are in an extremely crucial period of the war and it is urgently necessary to maintain our production of armaments, food and other vital supplies at highest levels. It is the duty of every business organization and every citizen to see to it that our full effort on the home front is not frustrated and delayed by destructive fires."

Dallas fire losses so far this year are below 1942, but there have been more fires, according to Fire Prevention Council Chairman Roberts. He pointed out that little fires can become disastrous ones. Areas where fires have been most numerous so far this year are the business district bounded by Houston, Marilla, Ross and Hawkins, the Northeast Dallas Negro district, and South Dallas, Roberts said.



OFFICE EQUIPMENT

Business offices should not only be efficient, they should also be attractive, because they often reflect the character of a business and the quality of a product.

So if you have an office or a group of offices to furnish and equip, why not call Stewart? Many of the finer, larger offices in Dallas have been furnished, equipped and decorated by Stewart, office outfitters in Dallas and Texas since 1912.



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The Moon is Down...

THERE are dark nights in Norway. Nights when Nazi sentries feel uneasy at their posts.

It is not what they hear that disturbs them. It is what they do *not* hear. The deep silence behind a bush. The stealthy quiet around the corner of a house. The terrible hush in the blackness all around them.

For the Norwegians lost their country without ever surrendering themselves. They wait now in the night to strike back at their oppressors.

If they ever *had* really given in, there would be no need of the thousands of Nazi troops now in Norway. They could have

been sent to the Russian front. Or Tunisia. *But they couldn't be spared.*

They can't be spared in Holland either. Or Poland or France or Yugoslavia or Belgium. In China, tens of thousands of Jap troops must also remain. And Axis troops will have to remain in countless countries so long as the "conquered" people have the stamina to resist.

You can help support *this army already in Europe* — by your contribution to the National War Fund, which you make through our community's own War Chest.

For this year, the agencies that can do this job have banded together to make the collection and distribution of funds

simpler, cheaper and more effective. Their job is threefold. To keep our fighting allies in the fight. To provide friendly help for our men in the armed services. And to relieve distress where it is found here on the home front.

Because all these agencies are now banded together, you are being asked to contribute only *once* for *all* of them. Because you are being asked to give only *once*, you are also being asked to give *generously*. Add up all you would have given to each of these agencies throughout the year, and then *write it into one check*. It is one of the most important contributions you can make to victory!

*Give ONCE
for ALL these*

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War Prisoners Aid
Belgian War Relief Society
British War Relief Society
French Relief Fund
Greek War Relief Association
Norwegian Relief
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